



#### Ida Pyk turns into fashion label

Supermodel Lydia Hearst fell in love with her "I was anorexic, but I am okay now" piece at a pre-show in Stockholm. Now Swedish model, writer and provocateur Ida Pyk launches her own label.

Ida Pyk's first collection has already been featured in Swedish Elle as well as in the Daily News. A small exhibition will be presented at JUS in Stockholm during the launch in August. The exhibition will showcase the collection alongside campaign images by Julia Hetta. Models are Ida and her sister Alva wearing quirky and provocative T-shirts with prints of ironically - French president Nicolas Sarkozy and Osama Bin Ladin. Other hits include contemporary statements such as "narcissist" and "loner". The idea is to reflect the society we live in, or as Ida Pyk puts it herself;

"I grew up in a self-expressive, individualistic era. But that era also included narcissism, careerism and alienation. Why not create fashion of that?"

All garments are vintage used by the Swedish Armed Forces. This is an environmental and economic choice. Every garment is a piece of art - hand printed, numbered and signed by the artist.

Ida Pyk has a notable background within the fashion industry, working for several magazines such as The Daily News, Bon Magazine and Swedish Elle, where she also has a blog. Her unique style and self-made designs have become well-noticed and seen on Style.com, The Sartorialist, H&M, Elle Magazine and many more. Ida Pyk showed her first collection "Peace, love and narcissism" during Fashion Rocks in Stockholm, June 2009.

For more info visit [idapyk.com](http://idapyk.com) or contact us on [ida@idapyk.com](mailto:ida@idapyk.com) or [press@idapyk.com](mailto:press@idapyk.com).

Collection photography by Julia Hetta  
Models: Ida Pyk and Alva Pyk